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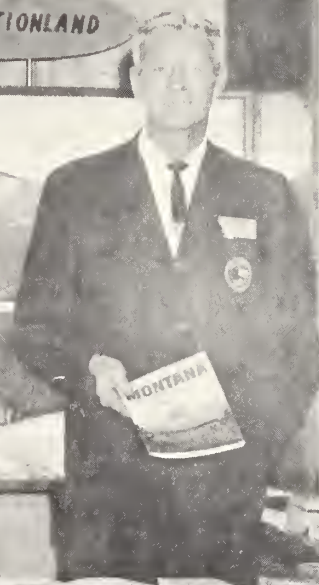
**MONTANA**

THE BIG SKY COUNTRY

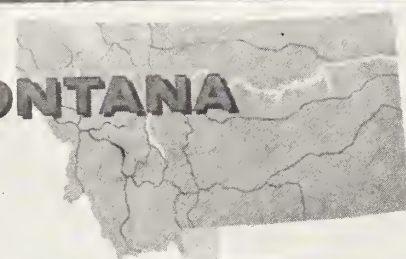
STATE DOCUMENTS



YOUR 4 SEASON VACATIONLAND



**MONTANA**



# MONTANA

**STATE ADVERTISING DEPARTMENT**

**BIENNIAL REPORT**

**1964-66**

S  
659.1  
H3r  
1966

Cover Photo

NEW Montana State Advertising Department  
Display Booth.....first used in  
Spring 1966. Pictured: Orvin B. Fjare,  
Advertising Director.

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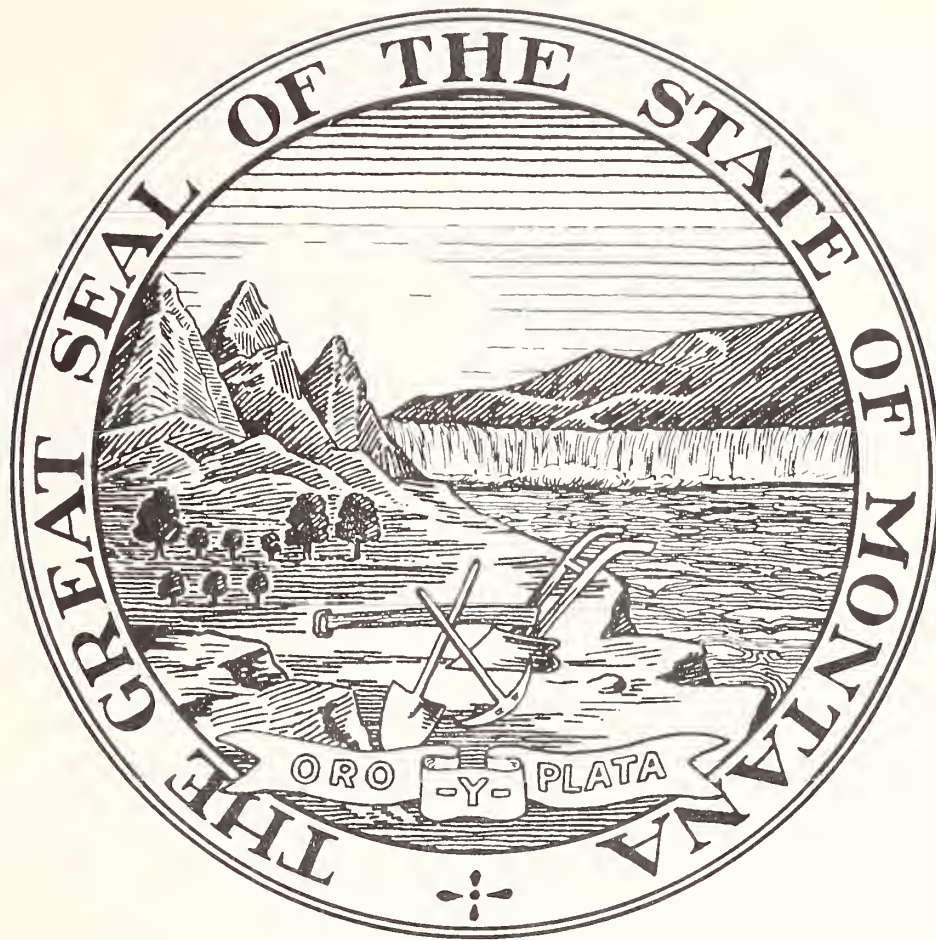


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HONORABLE TIM BABCOCK  
GOVERNOR OF MONTANA  
HELENA, MONTANA

DEAR GOVERNOR BABCOCK:

PURSUANT TO THE PROVISIONS OF SECTION 1, CHAPTER 98, SESSION LAWS OF  
MONTANA 1959, I AM PLEASED TO PRESENT THE BIENNIAL REPORT FOR THE  
PERIOD JULY 1, 1964 THROUGH JUNE 30, 1966.

RESPECTFULLY,

ORVIN B. FJARE  
ADVERTISING DIRECTOR

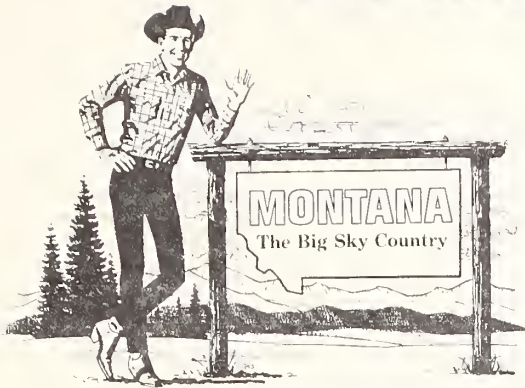


# ADVERTISING DEPARTMENT

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MONTANA HIGHWAY COMMISSION

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**1964-66**

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## ACTIVITY REPORT

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### *Introduction*

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Advertising for Montana's INSTANT INDUSTRY - TRAVEL is an Investment.....an investment for a profitable return of new \$\$\$ to our economy.

It is the responsibility of the Advertising Department, Montana Highway Commission, to provide information concerning Montana highways, points of scenic and historic interest, as well as resources to attract persons to Montana who would not otherwise utilize the highways of the State unless provided with this information.

The Advertising Department is endeavoring to meet this responsibility on a limited budget.....

July 1, 1964 - June 30, 1965.....	\$126,000
July 1, 1965 - June 30, 1966.....	<u>\$150,000</u>
Biennium Total.....	\$276,000

Since its inception in 1947 the Advertising Program has brought visible results to Montana in the steady growth of travel. All you have to do is count the out-of-state license plates, the trailers and campers on the highways to know that Montana is becoming increasingly important as a point of destination for a 'Nation on Wheels'. But Travelers want to know and need to know where to go, what to see and how to get there. Montana is in fierce competition with neighboring states whose Travel Promotion budgets greatly exceed ours. The old axiom "The More you TELL the More you SELL" is never more true than here and now. Here-in is the account of Montana's TELLING and SELLING.







**MONTANA'S AGGRESSIVE**

**ADVERTISING PROGRAM**

**travel literature !**

**films !**

**publicity !**



**community service !**

**travel shows !**

**area coordination !**

**public relations !**

**national advertising !**

The problem of Montana Advertising immediately becomes.....how to take all of these important component parts and arrange them in an orderly effective manner in order to get the greatest \$\$\$ return from our Investment. Here is how it is accomplished.....





# NATIONAL ADVERTISING

**ONLY IN MONTANA**  
CAN YOU SEE THIS FAMOUS SIGHT

MONTANA IS THE BIG SKY COUNTRY between Glacier and Yellowstone national parks known for its bright days and cool nights. Only in Montana can you view the hillsides where Custer fought his last stand and visit your own Great Glacier. See the famous Glacier House and the Glacier House Hotel.

**MOON VALLEY GLACIER NATL. PARK**

Advertising Director, Dept. 66-13  
Montana Highway Commission  
Helena, Montana 59601  
Please send me colorful free literature on Montana.

NAME \_\_\_\_\_  
STREET \_\_\_\_\_  
CITY \_\_\_\_\_  
STATE \_\_\_\_\_  
ZIP CODE \_\_\_\_\_



Montana means mountainous, and in Montana mountains mean ski slopes, fun, people and ideal skiing conditions through a long season under bright skies. It's the Big Sky ski country you should explore.

## SKI MONTANA

### EXPLORE ALL OF MONTANA

#### The Big Sky Country

Only Montana lies between Glacier and Yellowstone parks. And moving horizons make Montana memorable... from the hillside where Custer fought his last stand, to the Gates of the Mountains closing on the great Missouri river. Montana is famous, too, for bright days and cool nights. Modern highways and accommodations await you.



#### AUTUMN GILDS MONTANA THE BIG SKY COUNTRY

The many faces of Montana... only in Montana can you see the colorful autumn foliage from Glacier to Yellowstone. The headwaters of the Missouri River are here. The days are warm; the nights are cool. The scenery is spectacular. The accommodations are excellent. Please send me colorful free literature on Montana.

Advertising Director, Dept. 65-10  
Montana Highway Commission  
Helena, Montana 59601  
Please send me colorful free literature on Montana.

NAME \_\_\_\_\_  
STREET \_\_\_\_\_  
CITY \_\_\_\_\_  
STATE \_\_\_\_\_  
ZIP CODE \_\_\_\_\_

#### GET FREE INFORMATION ON

- ☐ "Your Montana Vacation" 36-page full-color booklet  
☐ National and State parks  
☐ Camping & fishing access areas  
☐ Calendar of events ☐ Motel-Hotel Accommodations ☐ Dude Ranches

Advertising Director, Dept. 65-17  
Montana Highway Commission  
Helena, Montana 59601

Please send me the literature I have checked.

NAME \_\_\_\_\_  
STREET \_\_\_\_\_  
CITY \_\_\_\_\_  
STATE \_\_\_\_\_  
ZIP CODE \_\_\_\_\_

**ONLY IN MONTANA**  
CAN YOU SEE THIS FAMOUS SIGHT

MONTANA IS THE BIG SKY COUNTRY between Glacier and Yellowstone national parks known for its bright days and cool nights. Only in Montana can you view the hillsides where Custer fought his last stand and visit your own Great Glacier. See the famous Glacier House and the Glacier House Hotel.

**MOON VALLEY GLACIER NATL. PARK**

Advertising Director, Dept. 66-13  
Montana Highway Commission  
Helena, Montana 59601  
Please send me colorful free literature on Montana.

NAME \_\_\_\_\_  
STREET \_\_\_\_\_  
CITY \_\_\_\_\_  
STATE \_\_\_\_\_  
ZIP CODE \_\_\_\_\_

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**MOON VALLEY GLACIER NATL. PARK**

Advertising Director, Dept. 66-13  
Montana Highway Commission  
Helena, Montana 59601  
Please send me colorful free literature on Montana.

NAME \_\_\_\_\_  
STREET \_\_\_\_\_  
CITY \_\_\_\_\_  
STATE \_\_\_\_\_  
ZIP CODE \_\_\_\_\_

**ONLY IN MONTANA**  
CAN YOU FISH THE FAMOUS BIG HOLE GALLATIN MADISON MISSOURI YELLOWSTONE

and all the other waters in the Big Sky Country between Glacier and Yellowstone national parks. A delight for the family while you catch cutthroat, rainbow, eastern brook and German brown trout.

Advertising Director, Dept. 65-16  
Montana Highway Commission  
Helena, Montana 59601  
Please send me colorful free literature on Montana.

NAME \_\_\_\_\_  
STREET \_\_\_\_\_  
CITY \_\_\_\_\_  
STATE \_\_\_\_\_  
ZIP CODE \_\_\_\_\_

**SEE THE US/ MONTANA**  
The Big Sky Country

Visit Glacier National Park and Yellowstone National Park. See first hand all of Montana's variety of Indian museums, old Ghost Towns and the Virginia City. Enjoy the sun-filled days and cool nights that make Montana famous. Travel paved roads into wilderness beauty and stay at night in the comfort of modern accommodations.

**SEE THE US/**

Advertising Director, Dept. 65-16  
Montana Highway Commission  
Helena, Montana 59601  
Please send me the literature I have checked.

NAME \_\_\_\_\_  
STREET \_\_\_\_\_  
CITY \_\_\_\_\_  
STATE \_\_\_\_\_  
ZIP CODE \_\_\_\_\_

**ONLY IN MONTANA**  
The Big Sky Country

Not only visit Glacier National Park and Yellowstone National Park. See first hand all of Montana's variety of Indian museums, old Ghost Towns and the Virginia City. Enjoy the sun-filled days and cool nights that make Montana famous. Travel paved roads into wilderness beauty and stay at night in the comfort of modern accommodations.

Advertising Director, Dept. 65-16  
Montana Highway Commission  
Helena, Montana 59601  
Please send me colorful free literature on Montana.

NAME \_\_\_\_\_  
STREET \_\_\_\_\_  
CITY \_\_\_\_\_  
STATE \_\_\_\_\_  
ZIP CODE \_\_\_\_\_



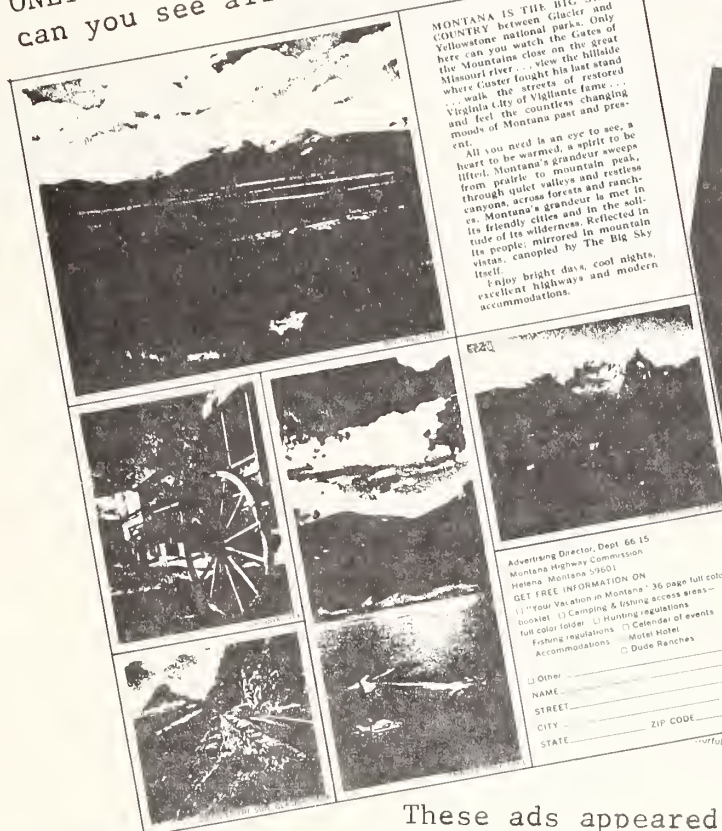


1966

1965

This headline reads:

ONLY in MONTANA  
can you see all these famous sights



MONTANA IS THE BIG SKY COUNTRY between Glacier and Yellowstone national parks. Only here can you watch the Gates of the Mountains close on the hillside Missouri river. ... view the hillside where Custer fought his last stand ... walk the streets of restored Virginia city of Vigilante fame ... and feel the countless changing moods of Montana past and present.

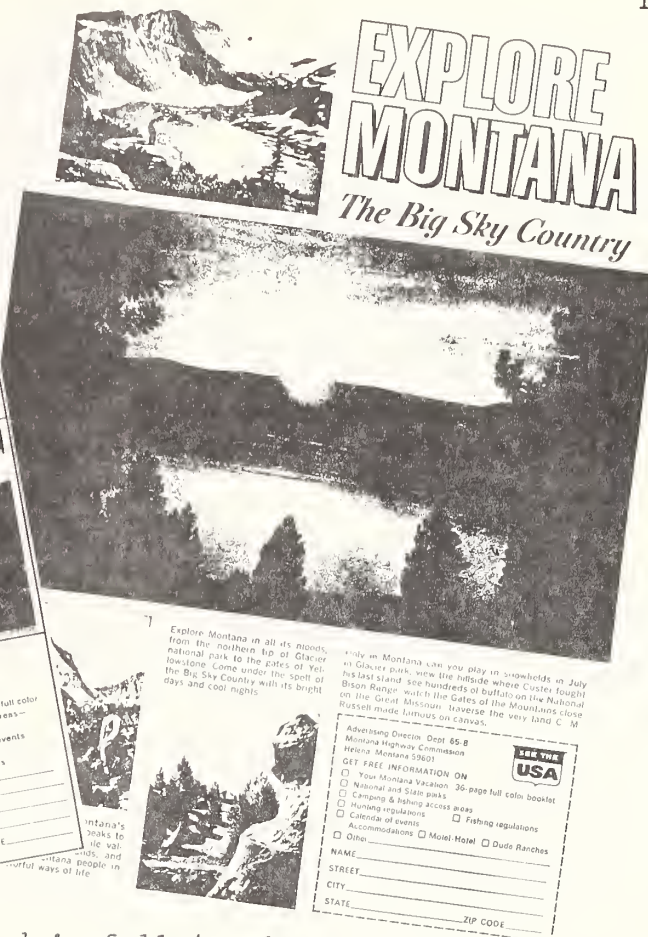
All you need is an eye to see, a heart to be warmed, a spirit to be lifted. Montana's grandeur sweeps from prairie to mountain peak, through quiet valleys and restless canyons, across forests and meadows. Montana's grandeur is in the soil, its friendly cities and in the solitude of its wilderness. Reflected in its people, mirrored in mountain vistas, canopied by The Big Sky itself.

Enjoy bright days, cool nights, excellent highways and modern accommodations.

Advertising Director, Dept. 66-15  
Montana Highway Commission  
Helena, Montana 59601

GET FREE INFORMATION ON:  
☐ Your Vacation in Montana - 36 page full color booklet  
☐ Camping & fishing access areas - booklet  
☐ Hunting regulations  
☐ Full color folder  
☐ Calendar of events  
☐ Fishing regulations  
☐ Motel Hotel  
☐ Dude Ranches  
☐ Other

NAME \_\_\_\_\_  
 STREET \_\_\_\_\_  
 CITY \_\_\_\_\_  
 STATE \_\_\_\_\_  
 ZIP CODE \_\_\_\_\_



# EXPLORE MONTANA

The Big Sky Country

Explore Montana in all its moods, from the northern tip of Glacier National Park to the gates of Yellowstone. Come under the spell of the Big Sky Country with its bright days and cool nights.

Explore in Montana can you play in snowsheds in July in Glacier park, view the hillside where Custer fought his last stand, see hundreds of buffalo on the National Bison Range, watch the Gates of the Mountains close on the Great Missouri, traverse the very land C. M. Russell made famous on Cimarron.

Advertising Director, Dept. 66-15  
Montana Highway Commission  
Helena, Montana 59601

GET FREE INFORMATION ON:  
☐ Your Montana Vacation - 36-page full color booklet  
☐ National and State parks  
☐ Camping & fishing access areas  
☐ Hunting regulations  
☐ Calendar of events  
☐ Fishing regulations  
☐ Accommodations  
☐ Motel-Hotel  
☐ Dude Ranches  
☐ Other

NAME \_\_\_\_\_  
 STREET \_\_\_\_\_  
 CITY \_\_\_\_\_  
 STATE \_\_\_\_\_  
 ZIP CODE \_\_\_\_\_

These ads appeared in full 4-colors

National Advertising.....continued.....

Advertising in national newspapers and magazines represents the major portion of the State Advertising Department's budget of funds and time. Space and production costs have steadily increased making it necessary to settle for more smaller-space ads in the hopes of reaching the maximum number of readers.

The National Advertising Budget for the biennium....1964-65....	\$57,000
	1965-66....\$68,000
Total.....	\$125,000

Advertising in COLOR has become a major consideration....readers of national advertising are bombarded from every side by spectacularly beautiful and tremendously appealing travel advertising. MONTANA MUST COMPETE in this field....therefore, more and more emphasis is being placed on advertising in four-colors.

During the 1964-66 biennium Montana placed the following color advertising...

1965

April SUNSET

April INSTRUCTOR

1966

March HOLIDAY (first time a color ad here)

April SUNSET

April INSTRUCTOR

April GRADE TEACHER

Small black and white ads appeared in such publications as SKI, NATIONAL GEOGRAPHIC, GUNS, FIELD and STREAM, OUTDOOR LIFE, POPULAR PHOTOGRAPHY, MOTORLAND, BETTER CAMPING, TRAILER LIFE, TRUE WEST, WESTERN OUTDOORS.

In addition, 33 newspapers carried Montana advertising in 1965, 29 in 1966. Of interest is the fact that Canadian newspapers were added to the schedule again this biennium, due to a noticeable increase in Canadian traffic.

Each national ad in a newspaper or magazine carried a response coupon...which accounts for an active Mail Room and sizeable Travel Literature stock...as follows....







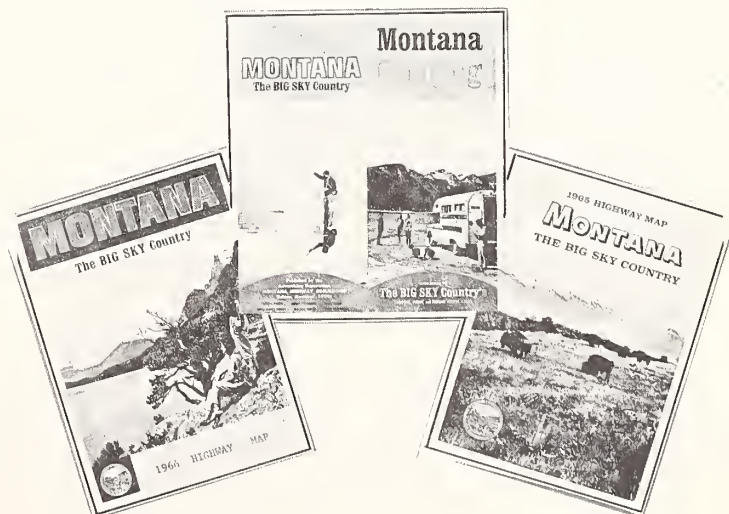
# TRAVEL LITERATURE PUBLICATION and DISTRIBUTION

For the first time....the Major Travel Publications of the Montana State Advertising Department had a MODERN, COLORFUL, NEW LOOK in the 1964-66 Biennium... all at the same time. All major publications were re-designed and up-dated with a definite emphasis on the use of color and appealing layout techniques.

YOUR VACATION in MONTANA booklet (above) was the first of the major publications to undergo a 'face lifting'. While the attractive format remained the same, its pages were re-designed to make the text more easily readable and the new four-color photographs more appealing. Montana native, Chet Huntley, provided the first page comments. The new booklet, printed on an all-new ripple stock, was first distributed in January, 1966.....and has met supremely favorable acceptance among professional advertising people and 'laymen'. However, budgeted supplies of this handsome publication, which tells the Montana vacation story so admirably, cannot begin to meet the nationwide demand.

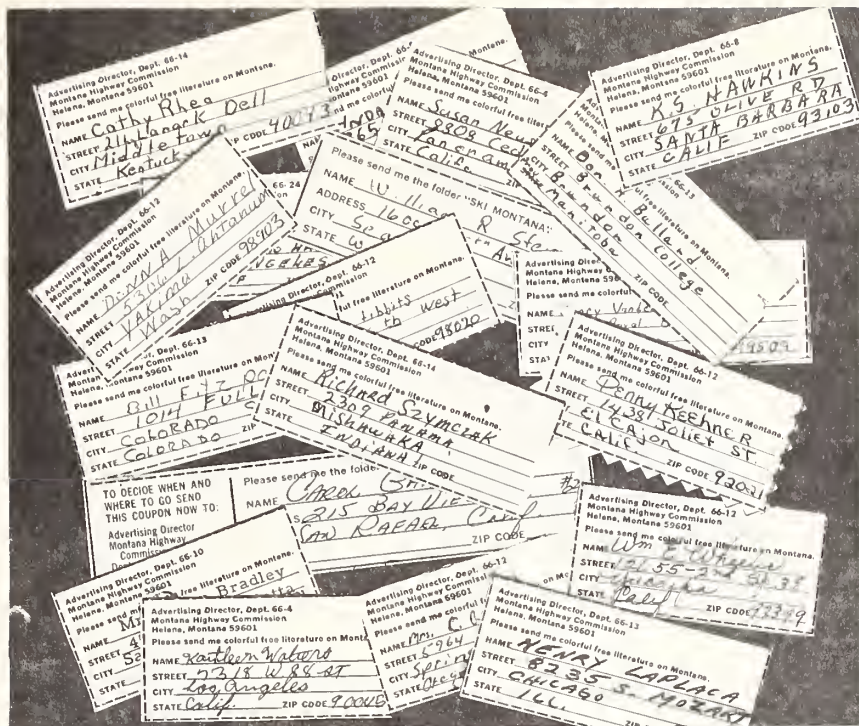
MONTANA CAMPING (below) was completely re-designed in brilliant four-colors to list 426 camping areas along Montana's major highways. Nationwide surveys tell us that 41-million Americans are campers. Informal Montana surveys show that one out of every five vehicles on the highways is a camping unit. This surge of interest in camping made it imperative that Montana have an attractive and up-to-date listing of easily accessible camping areas. MONTANA CAMPING has subsequently become a most popular publication...and again, supply cannot begin to keep up with demand.

MONTANA HIGHWAY MAP is re-designed each year and widely distributed as a complete Highway Map - Travel Brochure.









COUPONS! COUPONS! COUPONS!

Since each one of Montana's National Ads carries a coupon... and since in the 1964-66 biennium the State Advertising Department received and answered 241,778 returned coupons and other requests for Montana Vacation Information....the Mail Room was BUSY.

This means over 400 pieces of mail are processed every working day.....while at peak seasons over 2,000 pieces may be handled in a single day.

The Montana Vacation packet, mailed in an attractive BIG SKY envelope, consists of a MONTANA VACATION BOOKLET, HIGHWAY MAP, and MONTANA CAMPING brochure...plus a new addition in 1966...a calendar of vacation events, compiled by the State Advertising Department. In addition, special requests are answered by sending literature on State Parks, Glacier and Yellowstone National Parks and literature from individual Montana communities. The department also provides specialized information on ghost towns, rock hounding, Montana flowers, Lewis and Clark Trail, Old West Trail, historical highway markers and Montana pre-history. Every request for information is answered promptly and completely.

### WINTERTIME is FUNTIME in MONTANA!

There are 2 major ways to increase Montana's lucrative Travel Business:

1. Extend the stay of every vacationer
2. Extend the season for vacations and recreation

The Advertising Department has worked aggressively in both areas. Extra emphasis this biennium was placed on extending the season. Planning began for an all-new WINTER! FUNTIME in Montana! booklet to serve two purposes: (1) answer inquiries of out-of-staters interested in active Winter Sports....and (2) encourage local areas to develop and promote their potential in the burgeoning WINTER Vacation and Travel Picture.



Each year skiing and other active winter sports attract more and more people. The most conservative estimates for last year counted more than 2 million skiers on the slopes of some 600 North American ski areas. Montana's ski figures reflect the intense interest. According to the Northern Region Forest Service, this is the picture of recreation visits to ski areas in National Forests in Montana:

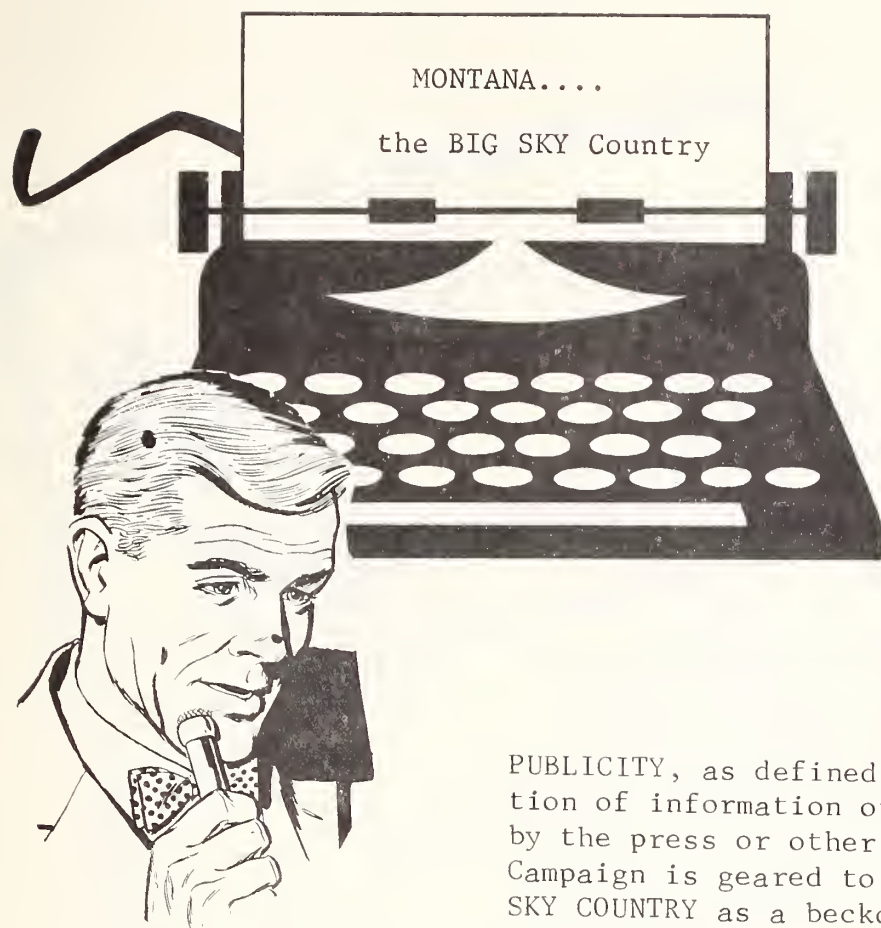
1960.....180,910	1962.....258,480
1961.....233,985	1963.....277,200

.....and still growing!!!!

In the new brochure we plant the thought: "Come to Ski! Then Stay and Play some more". Illustrated and listed in addition to ski areas will be luge, snowmobile rallies, snowmobile trips from West Yellowstone, winter fishing, winter photography, winter carnivals. Each copy will have an inserted Winter Calendar of Events! Distribution is planned for the 1966-67 winter season.







# MONTANA's

## PUBLICITY

### CAMPAIGN

PUBLICITY, as defined by Webster, is "the dissemination of information or promotional material especially by the press or other mass media." Montana's Publicity Campaign is geared to a single purpose: Sell the BIG SKY COUNTRY as a beckoning FOUR-SEASON VACATIONLAND.

#### NATIONAL NEWS RELEASES:

The State Advertising Department prepares a weekly news release for over 350 major newspapers, magazines and house organs from April 1 through September 15 each year. During this biennium the mailing list has been checked and up-dated. Also during this biennium questionnaires were sent by the Advertising Department to each person or firm on the mailing list asking if the releases were satisfactory in length, content, timing and general presentation. The impressive volume of replies testifies to the interest in our news release program.....and a number of new ideas result from the query.

The weekly program is supplemented by releases of a timely nature throughout the year. The entire program is operated on a severely limited budget.... as a result it has been possible to include a photograph with only 2 or 3 releases a year. Our aim should be to accompany news releases with photos at least twice a month. More and more, alert editors require and request good photos. The more photos we can supply....the better are our chances of hitting print. The program brings BIG results in nationwide coverage which might otherwise cost Montana many hundreds of thousands of dollars.

#### RADIO PUBLICITY RELEASES

The State Advertising Department prepares a daily release from June 1 through Labor Day to be distributed to Montana radio and TV stations by the Associated Press and United Press International wire services. These releases contain up-to-the-minute information on what to do and what to see in Montana on a given day. They are designed for the purpose of reaching traveling vacationers on the move in the hopes of keeping them in the state a few days longer.



.....continued

#### TRAVEL EDITOR PROGRAM

Montana continues to host nationally known travel editors annually through membership in the Pacific Northwest Travel Association. This remains one of the outstanding publicity programs for the State of Montana, returning thousands of inches of editorial space in the travel pages of metropolitan newspapers and magazines.

##### 1964 Editor Guests:

- . Frances Murphey, Akron  
Beacon Journal
- . Nancy Pennington,  
Sunset Magazine
- . John Holmgren, Motorland  
News
- . Jerry Hulse, Los Angeles  
Times

##### 1965 Editor Guests:

- . Lynn Vogl, Minnesota  
Motorist
- . Al LeWin, St. Paul Press  
Dispatch
- . Leavitt Morris, Christian  
Science Monitor

In addition, the department gives continuing assistance to free-lance writers, editors and others in search of Montana Travel Article material and photos.

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#### PHOTOGRAPHIC DEPARTMENT

Black-and-white photographs and color transparencies are supplied by the Advertising Department upon request to many publications of all types: text books, encyclopedias, government and travel publications, foreign offices, trade journals. During the biennium a few choice new photos were added to the library while all obsolete and sub-standard photos were phased-out. A new policy of dummy invoicing was established to help protect our sizeable photo investment.

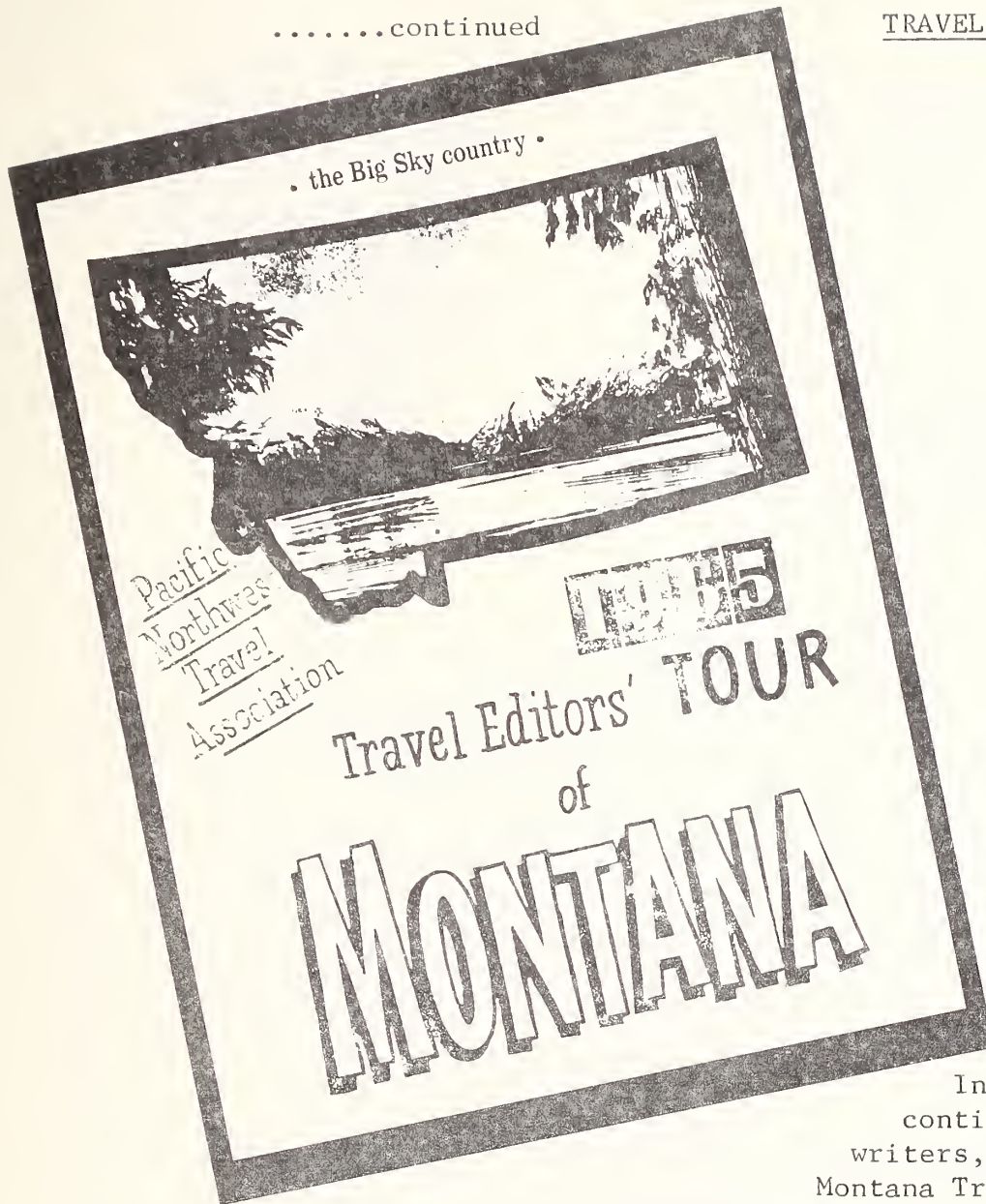
#### MOTION PICTURE LIBRARY

Due to lack of funds no new films were added to the present library of 8 films (36 copies).

#### TRAVEL SHOWS

In order to up-date Montana's travel and vacation 'image' an all-new 10-foot display booth was purchased for use at Travel Shows (photo on front cover). Featuring a huge 40 x 66 inch back-lighted color transparency, the booth was first used in Spring 1966 at Dallas and Des Moines shows. It will be used henceforth in all Travel Shows for the State of Montana.

The Advertising Department is also represented annually in 8 or 10 Travel Shows as a member of the Pacific Northwest Travel Association. Travel Shows provide an unsurpassed means of meeting not only thousands but millions of people on a personal basis.....at very low cost.









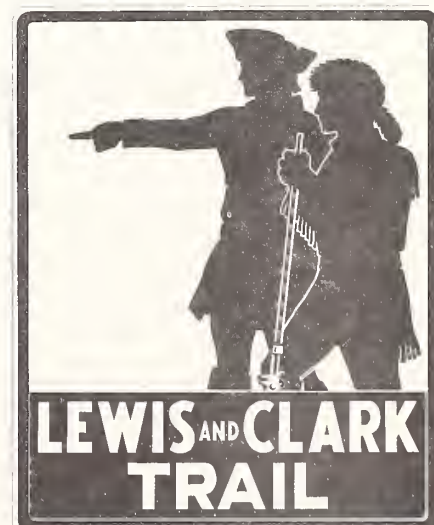
# MONTANA is ACTIVE

## in

# AREA COORDINATION

In the belief that close cooperation among states can accomplish advertising and promotion results which individual states could not even begin to attempt....the Montana State Advertising Department actively cooperates with other states in a number of closely coordinated programs:

1. United States Travel Service (USTS). The Montana State Advertising Director is the Montana liaison officer for the USTS efforts to bring overseas travelers to the United States and to Montana.
2. National Association of Travel Organizations (NATO). An association of North American Continent travel oriented organizations and industries.
3. Pacific Northwest Travel Association (PNTA). A 33-year old association organized to promote travel to the Pacific Northwest. Member states are North Dakota, Montana, Idaho, Washington, Oregon & the Canadian Province of British Columbia.
4. Western Council of Travel Research (WCTR). An organization of 13 Western States working together to develop a standard method of travel research.
5. Western America Convention and Travel Institute (WACTI). 13 Western States cooperate to encourage vacation and recreation travel by means of varied promotional programs.
6. Four-State Cooperative Advertising Program. Wyoming, Utah, Colorado and Montana have for several years conducted an effective four-state cooperative advertising program.....investing collectively \$50,000 annually in highly effective color advertising.
7. Old West Trail Foundation (insignia above). The Old West Trail runs through five states: Nebraska, North Dakota, South Dakota, Wyoming, and Montana. Travel through these states is promoted by the Old West Trail Foundation of which the Montana State Advertising Director is a member.
8. Lewis and Clark Trail Commission (insignia right). A Federal Commission created by an Act of Congress in 1964, of which Montana's Advertising Director is a member. Its responsibility is to coordinate local, state and federal agencies to develop historical, wild-life and other recreation resources and facilities of the eleven states through which Lewis and Clark traveled. Of the 4,000 mile trail, 1,940 miles lie in Montana.







# PR

## PUBLIC RELATIONS

The State Advertising Director and Assistant Director are in constant demand for presentations, programs and meetings dealing directly with Montana's Vacation and Recreation resources. Often using visual aids such as charts, slides, films and posters they carry a graphic message as they promote the grandeurs of THE BIG SKY COUNTRY.



left to right...  
 Sam Chapman, Director, State  
 Planning Board  
 Governor Tim Babcock  
 Orvin Fjare, Director, State  
 Advertising Department



Orvin Fjare, State Advertising  
 Director, and Josephine  
 Brooker, Assistant  
 Director

Advertising Department Personnel appear at

- . Travel-oriented Conventions
- . Chamber of Commerce Meetings
- . Civic Organizations
- . Schools
- . Area Promotion Associations
- . Advertising and Sales Clubs
- . Media Conventions
- . Dedications and Openings of local, state and federal recreation installations
- . Meetings with local, state and federal agencies concerned with development and conservation of Recreation Resources
- . Travel Seminars







## SWEEPSTAKES ! !

The Montana State Advertising Department was privileged to act as the coordinating agency for one of Montana's most successful promotional efforts...entering a Float in the January 1, 1966 Pasadena Tournament of Roses Parade.

### MONTANA WON the SWEEPSTAKES

..only the second time in the history of the parade that the top honor was presented outside the state of California. What a thrill!!

Montana enjoyed immeasurable benefits as Television and Radio carried the news across the Nation and around the World.

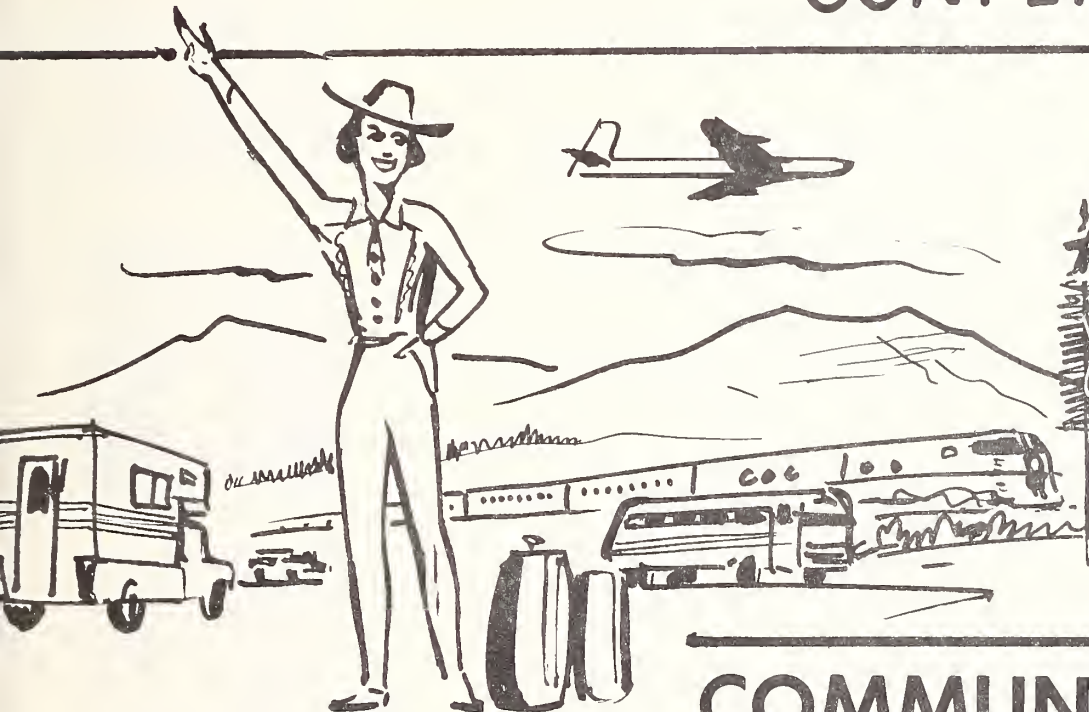




# 1st Annual

Co-Sponsored by the Montana State Advertising Department and the Montana Chapter of the Pacific Northwest Travel Association.

# TRAVEL CLINIC and HOSPITALITY CONFERENCE



1966  
**APRIL 21, 22, 23**  
**Jorgenson's HOLIDAY INN**  
**HELENA**

## COMMUNITY SERVICE

One of the most ambitious undertakings of the State Advertising Department during the 1964-66 Biennium was the co-sponsoring, planning and implementing of the 1st Annual Travel Clinic and Hospitality Conference in Helena, April 21-23, 1966.

This department has long maintained that many individuals and communities throughout the state are not fully aware of the tremendous importance of the Travel Industry in our state's economy.....that there are many APPROACHES in attracting visitors to the state and in insuring a lengthy stay once they arrive.

To further this contention an invitation was extended to Chambers of Commerce, Civic Leaders, Municipal Officials, Motel and Hotel operators, Restaurant Association Members, Carrier and Media Representatives to attend a two-day session whose theme was THE PROFITABLE APPROACH TO THE TRAVEL INDUSTRY. Co-sponsored by the Montana Chapter of the Pacific Northwest Travel Association and the State Advertising Department, the session proved highly successful... due primarily to an imposing list of guest speakers and a challenging list of travel-oriented discussion topics.

There is no doubt that the Clinic will become an annual event. The present plan is to move it around the state so that all sections may have the benefit of its community stimulation. The Second Annual Clinic will be in Great Falls, April 20, 1967, at the invitation of the Great Falls Chamber of Commerce.





1.



# 1966 TRAVEL CLINIC

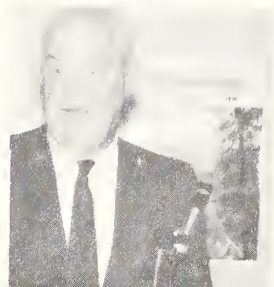


17.

2.



## GUEST SPEAKERS



16.

3.



1. KEYNOTER...William Cordingley, Publisher, Great Falls TRIBUNE, Great Falls, Montana
2. THE STATE APPROACH...Orvin Fjare, State Advertising Director, Helena, Montana
3. THE STATE CHAMBER APPROACH...William Browning, Travel Director, Montana Chamber of Commerce, Helena
4. THE TRAILS APPROACH...J. Greg Smith, Exec. Director, Old West Trail Foundation, Lincoln, Nebraska
5. THE REGIONAL APPROACH...Jack McMahan, President, Pacific Northwest Travel Assoc., Grants Pass, Ore.
6. THE INDUSTRY APPROACH...H. C. Martin, Assistant Vice President, Mountain States Telephone Co., Denver, Colorado
7. THE FOREST SERVICE APPROACH...Kenneth Keeney, Ass't. Regional Forester, Missoula, Montana
8. THE SUNSET APPROACH...Jack Wallace, Regional Manager, SUNSET MAGAZINE, Seattle, Washington
9. THE HIGHWAY SIGNING APPROACH...Howard Buswell, Chairman, Highway Signing Committee, Montana Highway Commission, Helena, Montana
10. THE ADVERTISING APPROACH...W. E. Wendt, Wendt Advertising Agency, Great Falls, Montana
11. THE FISH AND GAME APPROACH...Dick Monroe, Director of Information and Education, Montana Fish and Game Department, Helena, Montana
12. THE NATIONAL PARKS APPROACH...Ron Beaumont, Assistant Manager, Yellowstone Park Company - and Don Hummell, General Manager, Glacier Park Company
13. THE HISTORICAL APPROACH...Mike Kennedy, Director Montana Historical Society, Helena, Montana
14. THE STATE PARKS APPROACH...Wesley Woodgerd, Chief of Parks and Recreation Division, Montana Fish and Game Department, Helena, Montana
15. TOURISM IN CONTEMPORARIA...Art Bazata, President, Yellowstone Park Company
16. LEGISLATIVE APPROACH...Tom Judge, Legislator, Lewis and Clark County, Helena, Montana



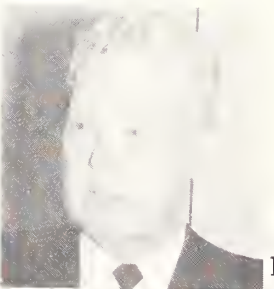
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# BOUQUETS ! !

Many kind words were spoken and written in praise and support of the 1st Annual Travel Clinic.....

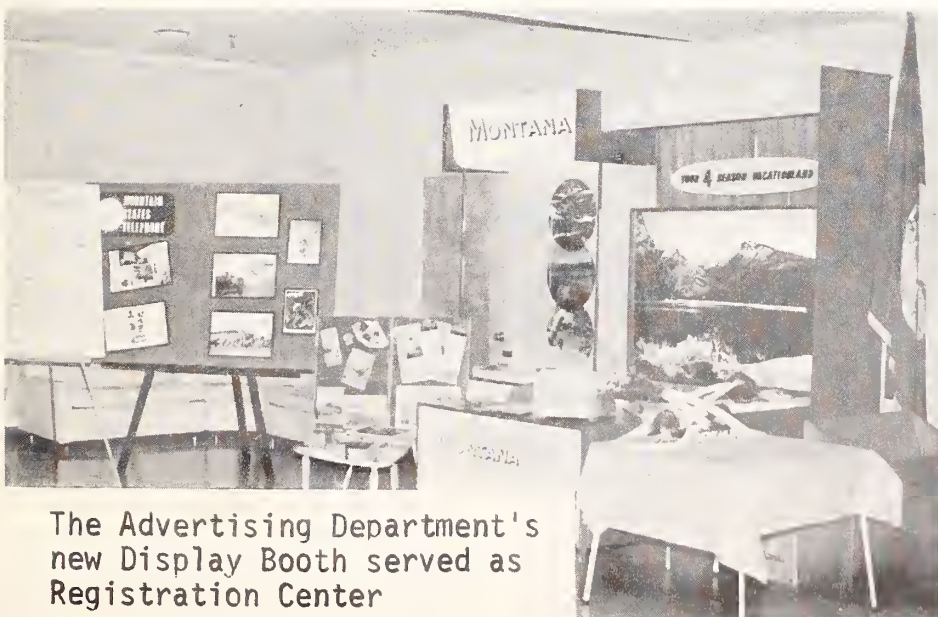
"Sincerely in the sixteen some years I have been working in the Chamber field I believe this is the finest "bread and butter" seminar on the subject of visitors and conventions that I have ever had the privilege of attending".....R. Bruce Shelton, Executive Vice-President, Great Falls Chamber of Commerce

p.s. G.F. requested the 1967 Clinic.

"The Helena meeting was a blue ribbon program from start to finish, and where others just 'aim' you really zeroed in"..... Ronald L. Latimore, District Sales Mgr. Western Air Lines

"Over the last 12 years I've gone to travel and tourist clinics in the U.S. and Europe. The one sponsored here April 21-23 by the Montana Advertising Department and the State Chapter of the Pacific Northwest Travel Association surpasses them all".....Mrs. Sherman W. Smith, Manager, Helena Chamber of Commerce

Miss Montana, Diane Feller, entertained with vocal selections



The Advertising Department's new Display Booth served as Registration Center



The Hospitality Conference section was conducted by:

(left to right)

Clark Mason, Mgr. Kalispell Chamber of Commerce

Josephine Brooker, Ass't. State Advertising Director

Orvin B. Fjare, State Advertising Director

Harold McGrath, Mgr. Butte Chamber of Commerce





# \$500,000 asked for state ads

WHITEHALL — The Magicland Council of Southwest Montana has gone on record advocating legislation in 1967 that would appropriate \$500,000 to the State Advertising Dept.

The motion was made by Al McGee, former legislator from Jefferson County who is the political action chairman for the council. The group, which represents a population area of over 90,000, unanimously endorsed the motion.

In a seconding speech Pastor Cliff Brooks, president of the Anaconda Chamber of Commerce, said that although Montana has fabulous resources the budget provides only a token for promotion and development of the state. He pointed out some of the nearby states and those in the Midwest spend 10 to 20 times as much as Montana in advertising. He also stated that tourism income represents the second largest industry in the

state and has the greatest potential for growth.

Ray Fisher, representative from Deer Lodge County, emphasized the need for active participation by citizens in legislative matters.

The Magicland Council is comprised of representatives of seven counties who have been working more than a year in a cooperative effort to promote and develop the Southwest area. Among other projects the council recently published a brochure featuring attractions and resources of the area.

The Magicland area includes Beaverhead, Deer Lodge, Granite, Jefferson, Madison, Powell and Silver Bow counties.

John Gregory, secretary-manager of the Whitehall Chamber of Commerce presided at the meeting. The next meeting of the group will be in Sheridan in April.

# WHERE do we GO from HERE ? ? ?

Advertising production costs are increasing. Postage and handling charges are up. Paper and print cost more. But travel advertising money constitutes an investment.....an investment with a high profit return for Montana.

Will Montana be able to upgrade and extend its advertising and promotion?

Will Montana be in a position to cash in on the burgeoning travel industry?

The Advertising Department's Advisory Committee has approved the recommendation of the Highway Commission for an Advertising Department Budget Increase for the coming biennium. Please turn this page for details.

## One way to get more taxes

### GREAT FALLS TRIBUNE

Tourist traffic reports from Glacier and Yellowstone Parks indicate both parks will chalk up record tourist years in 1966.

Glacier Park reported last week that travel was 43 per cent ahead of last year. Yellowstone Park traffic through the first 10 days of June showed 47,001 more cars than for the same period last year.

As tourists drive through our Big Sky country, the gasoline taxes they pay pour into badly-depleted state highway coffers. The increased tourist traffic also is a significant boom to the state economy—helping our motels, hotels, restaurants, amusement places and many other businesses that benefit from tourist traffic.

The additional gas tax money is more than welcome in Montana. The state is facing difficult times raising money to meet its 10 per cent share of the interstate highway program. Despite the fact that the federal government cuts up 90 per cent of the interstate money, Montana will need an additional \$1.5 million in each of the next four fiscal years in order to complete its share of the interstate, as well as primary and secondary, road programs now scheduled. That \$1.5 million is above and beyond what the state already is collecting.

A bill is pending in Congress now to require that all interstate highways have at least four lanes. Montana Highway Commission members approved a resolution last week to urge Congress to pass the bill.

However, if four lanes are required on the interstate system, there will be another heavy strain in Montana because we have more two-lane superhighways than any other state. Estimates point out that Montana's 10 per cent share of the extra cost involved in going to four lanes could amount to more than \$12 million.

Where will Montana get the money?

One way is to stimulate tourist traffic. Tourists actually pay back in gas taxes about 15 times the money spent on tourist promotion. The Highway Department reports that Montana visitors pay more than \$2 million a year in state gas taxes.

By increasing our tourist promotion budget, which now is a paltry \$150,000 a year, we can attract more tourists who will pay more gas taxes.

Our neighboring states have found it pays to invest in tourist promotion. Montana is strangely backward in this field.

We hope the 1967 Montana Legislature will regard tourist promotion as an investment rather than a cost.





# A Definite Need Exists . . .

.....to develop and expand areas of advertising and promotional efforts.....to explore sales approaches which, under present budget limitations, are impossible. The MONTANA STATE ADVERTISING DEPARTMENT NEEDS....

- . increased national advertising (particularly in color) to meet the fierce competition of neighboring states
- . more and better photographs...necessitating a full-time staff photographer
- . 1 new color sound film each year. Of vital need now are a good camping film and a new Wintertime! Funtime! film
- . increased attendance at travel shows in areas not now covered
- . increased publicity and public relations campaign...particularly hosting of individual nationally known travel editors and personalities
- . expanded travel literature program
- . new four-season vacationland posters
- . colorful decals, stickers, badges
- . radio and TV spot coverage on items of recreation and vacation interest
- . establishment and staffing of WELCOME CENTERS on major highways
- . development of the idea: "Montana Vacation for Montanans"

## Here's the BUDGET Picture . . .

	<u>1963-65 Annual Budget</u>	<u>1965-67 Annual Budget</u>	<u>Proposed 1967-69 Annual Budget</u>
Salaries	\$ 24,500.00	\$ 30,000.00	\$ 43,530.00
Travel	5,000.00	8,000.00	9,000.00
Telephone and Telegraph	1,500.00	1,500.00	1,500.00
Freight and Express	200.00	500.00	1,000.00
Office Supplies	800.00	2,000.00	3,500.00
Postage	6,000.00	7,000.00	10,000.00
Association Dues	150.00	150.00	150.00
Photos and Publicity	6,000.00	9,700.00	15,170.00
Printing	21,000.00	23,000.00	44,500.00
Motion Picture Library	750.00		14,000.00
National Advertising	57,000.00	65,000.00	100,000.00
Exhibit	3,000.00	3,000.00	4,500.00
Subscriptions	100.00	150.00	150.00
Contingency			<u>3,000.00</u>
	\$126,000.00	\$150,000.00	\$250,000.00



ADVERTISING DEPARTMENT.....MONTANA HIGHWAY COMMISSION

HIGHWAY COMMISSIONERS

- . Alex Blewett, Chairman, Great Falls
- . Stanley N. Halvorson, Vice Chairman, Kalispell
- . Arnold Swanson, Bozeman
- . Dallas W. VanDelinder, Billings
- . Joseph M. Nass, Poplar
- . John D. Wheeler, Secretary

ADVERTISING DEPARTMENT ADVISORY COMMITTEE (Appointed to serve  
without remuneration)

District 1

Mrs. Kay Jaqueth, Libby  
Clark Mason, Kalispell  
Fred Stacey, Whitefish

District 2

Herb Watts, Havre  
Waldo Moberly, Sweet Grass  
Hugh Black, St. Mary

District 3

Russ Ahlberg, Wolf Point  
Bill Holter, Chairman, Glasgow  
James R. Larcomb, Malta

District 4

Curtis Ball, Sidney

District 5

Earl Moritz, Lewistown  
Ken Cole, Winnett  
Dr. B. C. Farrand, Jordan

District 6

Leonard Swan, Highwood  
Robert H. Warner, Great Falls

District 7

Gene Billerbeck, Helena  
Robert A. Taylor, Whitehall  
Larry Foss, Townsend

District 8

Tom Lund, Hamilton  
Charles R. Duffield, Thompson Falls

District 9

Bill Tait, Dillon  
Dan Mizner, Deer Lodge  
Neil Morgan, Ennis

District 10

Ottley Tschache, Bozeman  
Mrs. Betty Davis, Three Forks  
Kendall T. Steeves, Livingston

District 11

Glen Nolte, Billings  
Thor Myhre, Billings  
Larry Higgins, Red Lodge

District 12

Russ Porten, V.-Chrnm, Miles City  
Gordon Bickle, Miles City  
Karl Wenz, Baker

CONSULTANTS

Conna May, Billings  
Jim Bourne, Billings  
Bill Browning, Helena  
Ken Keeney, Missoula

ADVERTISING DEPARTMENT DIRECTOR.....Orvin B. Fjare

ASSISTANT DIRECTOR.....Josephine Brooker (May 1, 1965 - present)

ASSISTANT DIRECTOR.....Mrs. Dorris Stalker (resigned April 6, 1965)













